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THIRD ANNUAL REPORT

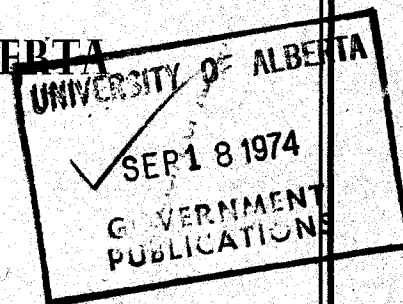
OF THE

Department of Economic Affairs

OF THE

PROVINCE OF ALBERTA

1947



PUBLISHED BY ORDER OF THE LEGISLATIVE ASSEMBLY



EDMONTON:

Printed by A. Shnitka, King's Printer,
1948



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THIRD ANNUAL REPORT

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**Department of Economic
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EDMONTON:
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To the Honourable J. C. Bowen,
Lieutenant Governor of the Province of Alberta.

Sir:

I submit herewith the annual report of the Department
of Economic Affairs for the year 1947.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE,
Minister of Economic Affairs.

Third Annual Report
of the
DEPARTMENT OF ECONOMIC AFFAIRS

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GENERAL REVIEW

In presenting the report of the Department whose responsibility is to encourage by all possible means orderly economic and cultural development for the betterment of the people of Alberta, it is well to consider the activities and progress noted in relation to national and world conditions.

To the most casual reader it is obvious that the international situation continued to deteriorate during 1947, and by the end of the year the old familiar pattern of aggressive and obstructionist tactics on the part of at least one European power was revealed with appalling clarity. After three years, efforts toward a solution for the problems of peace were stalemated all along the line. Privation held the continents more grimly than at any time during the war. Armed conflict and bitter civil war raged with unabating fury. The cries of the homeless and the pleadings of the hungry were heard around the world. Hope died with freedom, and democratic institutions were systematically purged by a force that knows only the philosophy of centralized control and violence.

Today, Canada, in common with the other members of the British Commonwealth and all democratic countries, feels the impact of this ruthless philosophy both directly and indirectly. Unrest, austerity, the threat of inflation evidenced by spiralling costs of our own produce, restraints on what were once considered the basic rights of individuals, together with the growing threat of another world war to be waged, no doubt, with unprecedented savagery . . . all these are on the minds of thinking people.

* * *

It would be absurd to suggest that Alberta was unaffected by international events, and yet this Province experienced developments which under other circumstances would

afford the greatest satisfaction to all. Marked, if not spectacular, progress was made during the year. The discovery and growth of the Leduc oil field and the expansion of the Lloydminster field would, in themselves, constitute an amazing development for a single year. The extensive programme of exploration for oil, begun in 1947, indicated the confidence which is being placed in the Province and augured well for the future of Alberta as an oil producing area of world importance.

Paced by these developments was the expansion and the establishment of industrial enterprises within the Province. These represent a total value well in the millions of dollars, and their benefits have already effected the lives of our citizens. During 1947 the Publicity Branch of the Department of Economic Affairs continued on an expanded scale an aggressive campaign to attract industries from Eastern Canada, the United States and Great Britain, with the result that interest concerning Alberta in these areas and in others has increased tremendously. This in turn will lead to steps adding immeasurably to the economic balance which we all agree is essential to the continued welfare of the Province.

* * *

During the year action was initiated to launch a scheme of selective immigration to Alberta from the Old Country. This has been linked with the policy of encouraging industrial expansion, and early reports show that there are many thousands of British people from all walks of life anxious to make their homes in Alberta.

* * *

Throughout 1947, the Calgary office of the Department of Economic Affairs continued to render effective service to the people in the southern section of the Province.

Nineteen forty-seven was a record year for the tourist industry of Alberta. An energetic campaign to attract visitors to the Province, and to assure a higher standard of service for those who come, has been carried on by the Alberta Travel Bureau. The importance of this phase of development is well established throughout the Province, resulting, as it does, in economic benefits for our people and a greater knowledge of Alberta's opportunities and advantages for the tourist.

It is gratifying to note an increasing demand during the year, for services offered by the various branches of the Department. In this connection we may mention the Technical Development and Cultural Activities branches particularly, both

of which continued to expand their respective fields during the period.

The services of the Photographic Branch, too, were extended to other government departments on a greatly increased scale. Toward the end of the year preparations were made to increase the staff of this branch to render even greater service in this important work. Arrangements were begun for the establishment of a photographic darkroom, and for all work pertaining to motion picture films and photographs to be centralized under the administration of a director. As a result of this reorganization it is anticipated that better service will be available to the government and at a substantial saving in operating costs.

ALBERTA TRAVEL BUREAU

A total of 752,000 visitors to Alberta in 1947, spent \$13,597,500, as compared with a total of 575,815 visitors in 1946, who spent \$8,571,760, an increase of 68% for 1947.

The total number of automobiles entering Alberta through customs points or through National Park gates, in 1947, totalled 216,428, as compared with 166,022 in 1946. The previous record year was in 1941, when 614,560 visitors spent \$6,296,789, and when there were 174,865 automobile entries.

It is particularly interesting to note that the increased gross income in 1947 over 1946, approached so nearly the entire income in 1941.

The exceptional results achieved in 1947, cannot be attributed to any

outstanding event or circumstance, as could the increase in 1946. Travel conditions in 1947, were unchanged from those of 1946. No new scenic highways, and no new feature attractions were developed. In fact, competition for Alberta's resorts and attractions was much more pronounced than in previous years. Mexico and South American countries conducted vigorous promotion campaigns in the United States. Overseas travel restrictions were less severe, facilities were better in 1947 than in 1946, and furthermore, British railways particularly had advertised overseas post-war travel intensively.

Therefore, when seeking a logical reason for Alberta's outstanding increases, it is reasonable to give



A day's mail in the Travel Bureau.

much of the credit to Alberta's travel promotion effort.

That the effort and expenditures involved were fully warranted, is borne out not only by the greatly increased volume of business, but also by the fact that other similar communities which did not grasp properly their opportunities for advancement, suffered direct declines in volume, or failed to reach what could be reasonably assumed as possible objectives.

Two-fold Programme

The programme of the Travel Bureau was planned definitely with a two-fold purpose, namely: (1) To educate the citizens of Alberta generally, and those employed in the travel industry specifically, to higher standards in every phase of service affecting the travelling public; (2) To encourage larger numbers of visitors to come and remain longer in Alberta.

Although the first part of the two-fold programme was as successful as could be expected, and indeed exceeded expectations in many respects, much remains to be done if standards of accommodation for and service to the travelling public are to be brought to the required level. The educational campaign conducted by the Travel Bureau utilized both weekly and daily newspapers, radio and outdoor advertising. It was given excellent support by interested organizations, by hotels, restaurant and resort operators, transportation companies, public bodies such as Chambers of Commerce and Boards of Trade, and the press and radio generally.

This campaign centred principally around a recipe contest, the purpose of which was again two-fold. Firstly, it was used as a means to educate the people of Alberta to the crying need for a higher standard of quality and service in public eating places; to focus attention upon admittedly bad

conditions in many restaurants, tourist camps and hotels; and to encourage the public to demand both better food, and better, more sanitary service. This portion of the campaign met an immediate and favourable response not only from the public, but from the large majority of hotels and restaurant operators themselves. The result was a very considerable improvement in the standards of food and service, especially in those centres which cater to the tourist trade; but it would be a serious error to suppose that the work in this respect was, or could be, completed. In fact it was only begun and, if the maximum results are to be obtained, it must be continued from season to season for many years.

The second purpose of this campaign within the Province was to produce a number of dishes or recipes which would not only be typical of the Province, but would also focus attention upon the high qualities of foodstuffs produced here. In other words, the idea was to establish catering standards in Alberta, which would create an enviable name for the Province abroad. For this purpose the Department of Economic Affairs, contributed a gold, a silver, and a bronze medal, and \$920.00 in cash, to which the Western Stock Growers' Association added \$150.00 in cash.

The results of the contest exceeded the most enthusiastic expectations. More than 6,400 recipes were received, and of these 5,963 qualified under the terms of the contest.

Better Service and Accommodation

A notable feature of the campaign to improve standards of accommodation and service within the Province was the immediate support given to it by the various commercial travellers' organizations. The Northwest Commercial Travellers, with more than 8,000 members in Western

Canada, and 1,800 in Alberta, entered actively into the campaign, and became not only energetic workers in the field, but enthusiastic supporters of the government's policy for improved conditions in this respect, throughout the Province.

Another factor has entered into the improvement of catering and accommodation services, which is mentioned here because it was first suggested and fostered by the Travel Bureau. During the Spring, regulations pertaining to the licensing of auto camps went into effect under the jurisdiction of the Department of Trade and Industry, and an inspector was appointed by the Department of Health. The Travel Bureau has maintained close contact with this inspector, and his report shows that in Alberta we have a total of 61 Auto Camps, approved or provisionally approved, and that they contain 598 cabins, classified according to their various standards of category under the regulations. Seven camps, with a total of 17 cabins, have failed to gain approval; 19 remain to be inspected, these located principally in the northern section of the Province. The inspector's report does not, of course, cover auto camps within the National Parks, where we have accommodation for a peak of about 20,000 per day.

It is particularly worthy of note that the inspector reports that, almost without exception, auto camp operators welcome him. He states that they are eager to discuss their problems with him, and to obtain information which will enable them to improve their standards. Many ask for detailed plans for cabin and bungalow construction, sewage disposal, electric light, water, and power machinery installation, and many other matters involving virtually every aspect of the resort business, from the purchasing of supplies to advertising their establishments. He has referred many such inquiries

to the Travel Bureau, and a number of operators have made special trips to Edmonton, to confer with the Director of the Travel Bureau on such matters. It is amply evident that the duties of the inspector carry with them a very definite feature of education for resort operators. His reports point unmistakably to those places where more, and better, accommodation is needed. They enable the Travel Bureau to direct more efficiently those who wish to engage in the resort business, and to encourage expansion and improvement where it is more urgently required.

Other Aspects Revealed

In addition to the direct results obtained from the programme of Province-wide education conducted by the Travel Bureau, many aspects of the travel industry which require attention and action were unmistakably revealed. These are matters where improvement can best be effected by inducement rather than enforcement, by the weight of public opinion rather than by official action. An example of this kind of thing is exorbitant prices charged, sometimes, not only for meals, but for other goods and services required by the travelling public. It should be stressed that efforts to deal with such offences benefit not only the visitor but our own citizens as well. Exorbitant prices are the exception, rather than the rule, in Alberta; so are a number of other factors, such as giving inaccurate information about roads, available accommodation, attractions and so forth in a neighbouring territory. While such instances are comparatively rare, they have existed, and wherever they are found there should be some agency to deal with them. The government, through the Travel Bureau, might well take a lead in assisting with its organization. Such a body should draw its membership largely from hotel, restaurant and resort operators,



Media used in publicizing Alberta's tourist attractions.

guides and outfitters, oil and transportation companies, and from local business organizations throughout the entire Province, including those in the National Parks.

Publicizing Alberta's Attractions

The second part of the Travel Bureau's over-all programme, namely: inducing larger numbers of visitors to come to Alberta, and remain here for longer periods, involved the use of national and international publications, newspapers, radio, newsreels, displays at leading travel shows, and the services of professional travel information offices, located strategically throughout the United States. The travel show exhibits were conducted in co-operation with the Pacific Northwest Travel Association.

The advertising used in magazines

carried coupons to be sent to the Travel Bureau for free literature. During the rush period, these were returned at the rate of from 300 to 500 per day, with the largest day bringing 671. A conservative estimate would place the total coupons returned during the season at 26,000.

A total of 5,703 lines of advertising was used in foreign magazines having a net paid circulation of 15,133,328. Nine full pages, six half-pages and one quarter-page, as well as 93,185 lines, were used in Canadian publications, having a total net circulation of 678,445. Radio time over Alberta stations totalled 1,863 spot announcements, 11 half-hour programmes, 30 fifteen-minute programmes, and 36 five-minute interviews. These covered the Alberta radio audience almost in its entirety. Radio time over United

States stations totalled 427 spot announcements, with an estimated audience of 2,250,900.

Remarkable results have always been achieved through our news releases and publicity outlets in the United States, and during the last fiscal year total lineage greatly exceeded that of other years. This does not include such outstanding publicity breaks as the National Geographic feature in June, which carried sixteen pages in colour on Alberta's mountain resorts, or a special feature in Life which carried several full pages in colour on the same theme. Only the first newspaper and magazine clipping report is available at this time, but it shows a total of 255,879 lines of news articles and photographic displays have been registered already for Alberta. The coverage extended to every Canadian province, every country in North and South America, Europe, Africa, Australia and Asia, with the exception of those dominated by Russia.

Newsreel subjects dealing with Alberta's travel attractions and activities were accepted by every major newsreel company for distribution throughout the United States, Canada and the United Kingdom;

and they were sound-tracked in Spanish, Portuguese and French for distribution in countries where those languages predominate.

Demands for Information

It is significant to note that there is an increasing demand from writers and publishers for travel information from Alberta. Noted authors are turning to Alberta for subject material. Publishers of encyclopedias and other educational publications have made larger demands than previously upon the Travel Bureau, and, in many instances, their requests have required the preparation of lengthy and exhaustive articles dealing with virtually all phases of the tourist industry, and our vacation and hunting attractions.

Since January 1st, 1947, the Travel Bureau has distributed more than 200,000 booklets, folders and road maps, and approximately 30,000 windshield stickers which were placed on automobiles from outside the Province. The demand far exceeded all expectations, and if this service is to be maintained in the future, greater provision will have to be made for it, especially so far as detailed information folders and road maps are concerned.

PUBLICITY OFFICE

One of the functions of the Publicity Office is to encourage and direct interest about Alberta in a way that will lead to the development of the Province's natural resources. Another function is to serve all government departments so as to bring essential information to the attention of the general public.

In regard to the former, a constantly growing volume of enquiries was received during 1947, indicating that the work of the Publicity Office was being successful. Interest was of course stimulated by spectacular developments in the Leduc-Edmonton oil field, which added emphasis to the carefully organized programme of publicity directed by this Office.

The activities of the Publicity Office may be listed under seven headings, all of which are co-ordinated in that the objective of each is to increase the knowledge of people about Alberta, both within our Provincial boundaries and farther afield.

A. General Publicity

Under this heading, the preparation and placement of advertisements in newspapers and magazines may be listed. During the year these were dealt with in considerable volume, exclusive of the campaign for industrial development.

The series of radio broadcasts entitled "On Guard for Health", written by the Information Services for the Department of Health, was continued, with the exception of July and August, throughout the year. The series was made up of fifteen-minute scripts broadcast over four Alberta radio stations, and its purpose was to assist the people of the Province to maintain better standards of health. In addition, daily "health reminders" were released to nine Alberta stations.

Requests from newspapers and magazines for special feature articles about the Province were received in increasing numbers during 1947. Most of these called for illustrations which were supplied by the Photographic Branch, and the comments resulting were very gratifying. Among those publications in which articles on Alberta appeared were *Western Business and Industry* (Vancouver), *Canadian Mining Journal* (Gardenvale, P.Q.), *Canada's Weekly* (London, England), *The Unionist*, *The Railwaymen's Journal*, *Action Magazine*, and many others.

Requests for statistics and general information have been received in considerable volume from various periodicals, and as a result much favourable publicity on the Province was published.

Special mention should be made of the article entitled "Alberta—Nature's Treasure House", which appeared in the October issue of the *Canadian Geographical Journal*. This magazine is particularly well thought of, and commands attention from readers all over the world. The article was profusely illustrated with pictures of the Alberta scene, and a reprint in booklet form is now being distributed by this Office.

Material on many phases of Alberta was supplied to the daily and weekly press. In regard to the former, special editions which appeared during 1947 called for the preparation of well over 100,000 words. These special issues had an intensive coverage, not only within the Province, but in many of the English speaking countries of the world.

B. Booklets

The demand for booklets dealing with Alberta continued to be heavy during 1947. Many requests were

received not only from the Canadian provinces, but also from the United States, Great Britain, and other countries.

Throughout the year, "Your Opportunity in Alberta" was in great demand, and a large number of the 1947 revision of "Facts About Industries and Resources" was distributed.

Due to the discovery of oil in the Leduc-Edmonton area, there was an unprecedented demand for the 1946 Annual Oil Review. This booklet, written by the Research Division of the Publicity Office, appeared early in 1947, and 8,000 copies were distributed during the year. Dramatic developments in the new oil field necessitated the preparation of a special supplement. This, as well as the regularly half-yearly supplement,

was used up with a rapidity which testified to an intense interest in the story of Alberta's oil.

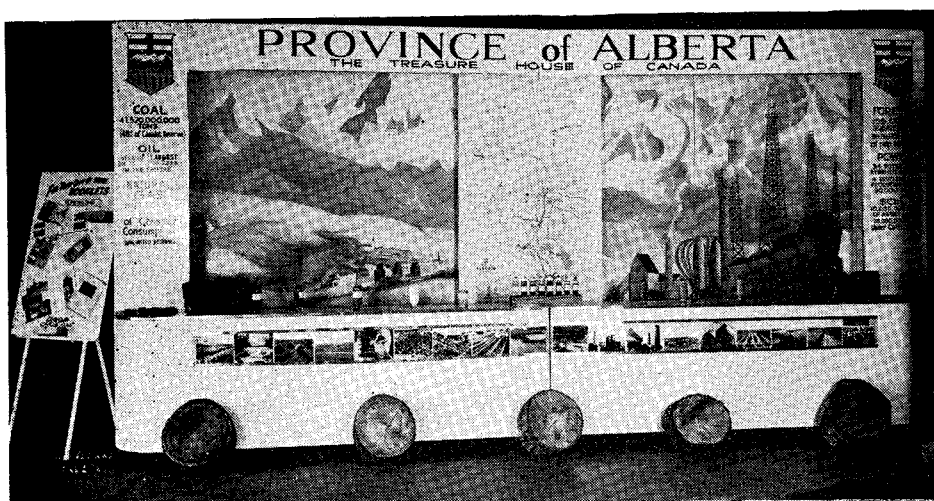
Another new booklet which appeared during the year dealt with the importance of Alberta's forest resources. Written also by the Research Division, designed and distributed by the Publicity Office, it has received favourable comments from many interested sources.

C. Industrial Promotion

Encouraged by the concrete results accruing to the Province from the campaign for industrial promotion during 1946, it was decided to expand the programme for 1947. The first of two sections of the promotion covered September, October, November and December. During those four months an intensive advertising



Publications like these tell Alberta's story.



A display used to promote Alberta's industrial development.

campaign was carried on by means of leading magazines, posters, direct mail and publicity releases. Each medium high-lighted Alberta's chief attractions for industrialists, and drove home the theme that "Alberta Has What Your Business Needs".

The promotional campaign was directed primarily toward three markets, namely, Eastern Canada, United States and Great Britain. Leading management magazines in these three sections were selected to run a series of thirteen handsome advertisements, each dealing with a particular phase of the Alberta story. Canadian magazines were *Time*, *Canadian Business*, *Saturday Night*, *Financial Post* and others, including Canada's leading trade magazines. In the United States, *Fortune*, *Business Week*, *Dun's Review*, *Nation's Business*, etc., were chosen. Media selected in the Old Country included *London Times*, *Financial Times* (London), *Manchester Guardian*, and others. Altogether a total of 29 publications were selected, from whose combined circulation figures it is safe to assume that the advertisements will make 9,000,000 reader impressions during the first four months of the campaign.

In addition to the series of advertisements referred to above, select mailing lists to 10,000 of the most influential industrialists in the three markets were built up, and the first of several direct mailing pieces has been sent out.

Another large division of the advertising programme was the use of outdoor billboards. These were used to broaden the base of the campaign and to carry a powerful message about Alberta in eight major Eastern Canadian cities. A total of 367 posters were displayed during the 1947 period of the campaign.

As in the previous year, the 1947 programme was a co-operative undertaking, the cost being divided equally between the Government of Alberta and leading industries already established in the Province, which would be most likely to benefit directly from further development. To bring this proposition to the attention of interested industrialists, and to invite their co-operation, a film strip with sound was prepared. This illustrated the varied assets of Alberta from an industrial point of view, and was received with marked enthusiasm by all who saw it. Further showings of

the film were made to various Boards of Trade, Chambers of Commerce, Service Clubs, etc., in line with one of the purposes of the campaign, which was to tell the people of Alberta about their own Province.

In connection with the programme for industrial promotion, personal contact was made by the Director with the editors of magazines being used in it. Keen interest in Alberta was shown by these editors, and their fullest co-operation with respect to publicizing the Province was assured. As a result, illustrated articles on Alberta's resources and potentials are appearing in magazines having international circulation. In this same period, editors of 42 Eastern Canadian publications were addressed in convention, and the film on Alberta was shown. Reception was most enthusiastic, following which, excellent stories on Alberta were carried in many Quebec daily and weekly newspapers.

D. Displays

One of the objectives of the industrial campaign was to tell the people of Alberta about their own Province. To this end two displays were prepared during 1947, one of which has been referred to elsewhere in this report. Both displays have attracted considerable attention in the Alberta centres where they have been shown.

E. Information Services

The function of Information Services is to co-operate with all Government Departments in the preparation of publicity and infor-

mational material on the Province. Work during 1947 consisted of writing booklets and feature articles for newspapers and magazines, preparing news releases, radio scripts and advertisements, and in dealing with correspondence and general enquiries about Alberta. In 1947, special assignments relating to a sound-slide film and a motion picture of the Province were undertaken.

F. Research Division

This branch of Publicity specializes in statistics and information on Alberta's natural resources. Work embraces compilation of reports and the writing of reviews, articles, etc., for technical, trade and financial publications in Canada, the United States and Great Britain. During the period under review, this work was carried on in accumulating volume, due, in a measure, to the intense interest accompanying rapid developments in Alberta's oil fields. In addition to the 1946 Oil Review and the booklet "Alberta's Forests" mentioned above, a large number of articles were prepared for a wide range of interested publications.

G. Photographic Branch

During 1947, a total of 3,952 pictures, varying in size from 4"x5" to 11"x14", were supplied by this Branch for the requirements of all Government Departments. These were used to illustrate publicity releases of all kinds, including Government booklets, articles for newspapers and magazines, as well as displays promoting interest in Alberta.

TECHNICAL DEVELOPMENT

The function of this Branch is to extend to industries and Government agencies, advice and assistance in regard to any technical matter, particularly relating to the sphere of economic development.

During the past year, a substantial number of requests for such assistance has been dealt with, and the volume of this work is growing. The wide range of this service embraces the examination of proposed patents, consideration of the soundness of industrial undertakings, submissions for reorganization of factories, reports on the efficiency of industrial undertakings, the practicability of new industries and their location, and research into recent processes in the industrial field.

The Director has carried out investigations into, and reported upon, numerous phases of the industrial picture of the Province. In addition, 36 visits have been made to Alberta plants, at the request of their respective managements, and 17 meetings of the Advisory Committee on Industrial Development have been attended.

In connection with the latter phase of the Branch's work, after thorough investigation it was recommended that encouragement be given to the establishment of three basic industries with Government assistance. Two of these industries, the Liquid Oxygen Plant in Edmonton, and the Mineral Wool Plant at Gap Lake, west of Exshaw, are now in operation. The Director spent two weeks at the latter plant, assisting and expediting the plant getting into production.

The third industry is a Liquid Propane Plant, located adjacent to the Royalite plant in Turner Valley. This new project will take the gas now being burned at the waste flares, extract the sulphur and propane, and then return the residue ethane and methane back to the Royalite plant. Operations were expected to commence by the end of November, 1947, but the difficulty in obtaining plant equipment has caused a delay of several months.

The necessary technical data, and an outline of the logical approach for setting up National Codes and Provincial Regulations for Fuel Oil and Liquid Petroleum Gases, such as propane and butane, were supplied by the Branch.

In addition to attending national conferences relating to industrial development, the Director has worked in close collaboration with the Industrial Development Board and the Alberta Research Council, attending meetings of the Board and assisting with numerous technical enquiries. A special display to promote interest in the resources of Alberta, and the opportunities these provide for new industries was designed, and its construction personally supervised by the Director.

With the decision by the Government to open an office in England, to promote selected immigration linked with industrial development, the work of the Branch was extended to deal with matters arising out of possible enquiries in connection therewith, preparatory to any subsequent reorganization which may be necessary.

CULTURAL ACTIVITIES

The past year has shown a marked increase in the interest which the people of Alberta are taking in the various cultural activities. In developing a programme for the Branch and its associated Boards, publicity has been a primary consideration. It may be added that the results have been excellent, as evidenced by the volume of correspondence, number of telephone calls and personal enquiries received.

Fullest co-operation has been extended to many individuals and organizations which have sought assistance in the cultural and recreational field, and contact has been established with the main cultural agencies in Alberta. The Co-ordinator has visited many urban and rural centres, giving advice on community activities and addressing groups on matters relating to the work of the Branch.

Libraries

Under the chairmanship of Mr. A. Calhoun, the Alberta Library Board held four meetings during the past year, and its members have visited many public libraries, giving advice and technical assistance wherever needed. On the recommendation of the Board about thirty rural librarians were assisted, through payment of travelling expenses, to attend library short courses organized by the University Extension Department and held in Edmonton and Lethbridge. A new Libraries Act has been prepared by the Board.

To date, library grants, which are now administered by this Branch, have been paid to the amount of approximately \$10,000. Six new rural libraries have been added to the approved list, making a total of sixty-five entitled to receive grants.

Music

Under the chairmanship of Prof. J. Reymes-King, four meetings of the

Alberta Music Board have been held. In the Spring, over a thousand questionnaires were sent out in a Province-wide survey, initiated by the Board through this Branch. From the three hundred completed surveys, a summary has been compiled for publication, and the overall findings of the survey have formed the basis of discussion for all the Board meetings. Using the information obtained thereby, plans are being discussed along the various avenues indicated, to promote music, its study, opportunities and appreciation throughout the Province.

Ways and means are being studied for the setting up of record libraries, to supply rural points with programmed, annotated concerts of good music, to promote music appreciation and encourage the building of private and community record libraries. Some progress has been made already, and the Institute of Technology and Art, in Calgary, has offered its large library of recordings to serve the southern part of the Province. Donations of recordings are being received in Edmonton, to provide a library for the northern area.

The presentation of concerts by Alberta artists has been encouraged, and increased activity is resulting along these lines.

In the summer of 1947, the Branch organized and assisted a concert tour by eighty members of the University Mixed Chorus. This tour, designed to further the cause of good music in Alberta, and to arouse interest in Provincial talent, was a distinct artistic success, the Chorus being greeted with an enthusiastic welcome in the seven southern Alberta towns visited. The tour covered over 1,300 miles, and more than 1,500 people were entertained with a programme of a high standard.



University Mixed Chorus leaves on tour of Southern Alberta.

A similar tour is to be arranged by the Branch for this Spring.

In an effort to increase the output of good music from radio stations, and thus indirectly raise the standards of our musical fare, the Board has urged listeners to express in writing to the stations, their appreciation of high-class offerings, and their desire for increased service of this kind.

Drama

The Alberta Drama Board was formed late in the year and one meeting was held. Immediate plans were outlined to assist the Alberta Drama League in developing the Drama Festival. Last year, the Branch assisted the League with the revival of the festival, and further assisted the winning play to proceed to the finals in London, Ontario.

The Branch helped in the promotion of a six weeks' tour by the University Provincial Players, who presented three one-act plays in thirty rural communities with considerable success.

Visual Arts

No Board has been formed as yet, but its formation has been actively considered. In the meantime, contact has been established with some of the art and handicrafts groups active in the Province, to determine in what way their work can be assisted.

Museum

In this connection, the Branch has concerned itself mainly with completion of arrangements covering the acquisition of the Ernest Brown collection of historical negatives and

museum pieces. This collection is now in safekeeping, the negatives being housed in a Government vault, and the exhibits stored in quarters at Government House.

At the end of the year, several other collections were being considered for inclusion in the museum, comprising coins, ancient firearms, and Indian work of all kinds.

Radio

On various occasions, Alberta radio stations have given free time for special broadcasts on matters pertaining to the cultural development programme. Specific reference is made to transcribed talks and spot announcements used in con-

nection with the music survey, also to the appeal made by the Branch for band instruments, urgently needed by the Medicine Hat brass band. In both these instances, the nine Alberta stations gave freely of their time as a public service.

The Branch was responsible for the initiation of the programme "Alberta Entertains". This is heard each Sunday over a network, consisting of CHAT, CJCJ, CKUA, all of which give the half-hour period without charge. The purpose of the programme is to encourage young musicians to develop their talent, to give them training in radio technique, and to let the people of our Province hear our own talented young artists.

REPORT
OF
THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by

ORDER IN COUNCIL No. 254-46

Dated February 6, 1946



The Report of the Board for the year 1946 is contained in the Second Annual Report of the Department of Economic Affairs of the Province of Alberta, 1947, pp. 20-24.

MEMBERS
OF THE
GEOGRAPHIC BOARD OF ALBERTA 1947

MR. DUNCAN R. INNES, M.A.

MRS. EDITH H. GOSTICK, Provincial Librarian, Secretary.

MR. JOHN H. HOLLOWAY, Director of Surveys.

PROFESSOR MORDEN H. LONG, M.A., Chairman.



REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA
FOR THE YEAR 1947

The Honourable A. J. Hooke,
Minister of Economic Affairs,
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of
the Geographic Board of Alberta, for the year 1947.

Respectfully submitted,

EDITH H. GOSTICK,
DUNCAN R. INNES,
JOHN H. HOLLOWAY,
MORDEN H. LONG, Chairman.

REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA FOR THE YEAR 1947

During the year 1947 the Geographic Board of Alberta met, as occasion demanded, to perform the duty assigned to it by Order in Council No. 254, February 6th, 1946, of dealing with "all questions relating to geographical names within the Province". The discussions held and the decisions reached by the Board necessitated an extensive correspondence by the Secretary with the Geographic Board of Canada, the United States Board on Geographical Names, The Department of Veterans' Affairs at Ottawa, and a great many individuals throughout the Province. In the intervals between meetings, consultation was conducted by telephone and some members of the Board were called upon to devote considerable study to its work.

New Member Added to the Board

In its report for the year 1946 the Board expressed its appreciation of the cordial co-operation experienced on all occasions from Mr. John H. Holloway of the Surveys Branch of the Department of Public Works. It was a great pleasure, therefore, to welcome Mr. Holloway, who is now Director of Surveys for the Province, as a new member of the Board in May, 1947. His extensive knowledge of the geography and place

names of Alberta and his great interest in the work of the Board will materially strengthen it in the performance of its duties.

Road Maps Issued By Oil Companies

During the year the Secretary of the Board approached various oil companies, with a view to having the maps which they issue for the use of the motoring public checked in the matter of the correct spelling of names and other details. The Board is glad to record that in this work the companies proved most co-operative, and many draft maps were corrected prior to publication.

Lakes Named After War Heroes

The members of the Board believe that it is very appropriate to honour citizens of the Province who served Canada and the Empire with distinction in the First and Second World Wars by conferring their names on physical features and new settlements within the Province. Accordingly, during the past year eight lakes have been named in the northern part of the Province after decorated Canadian airmen who became fatal casualties. The lakes so named are as follows:

McLENNAN SHEET

Pentland Lake—Sections 35 and 36, Township 78, Range 14, West of the 5th, and Sections 1 and 2, Township 79, Range 14, West of the 5th Meridian.

In honour of S/L Pentland, W.H., D.F.C., Calgary.

Sutton Lake—Sections 27 and 28, Township 78, Range 14, West of the 5th Meridian.

In honour of F/L Sutton, H. R., D.F.C., Edmonton.

Webster Lake—Section 22, Township 78, Range 14, West of the 5th Meridian.

In honour of S/L Webster, A. E., D.F.C., Edmonton.

BEAVERLODGE SHEET

Martin Lake—Sections 25, 26 and 35, Township 74, Range 11, West of the 6th Meridian.

In honour of P/O Martin, S. S., D.F.C., Calgary.

McNeill Lake—Sections 35 and 36, Township 72, and Sections 1 and 2, Township 73, Range 10, West of the 6th Meridian.

In honour of W/C McNeill, J. G., D.F.C., Calgary.

Powell Lake—Section 5, Township 74, Range 12, West of the 6th Meridian.

In honour of F/O Powell, L. W., D.F.C., Edmonton.

Wilkin Lake—Sections 31 and 32, Township 72, and Sections 5 and 6, Township 73, Range 9, West of the 6th Meridian.

In honour of S/L Wilkin, R. P., Czech M.C., M.I.D., Edmonton.

Whitham Lake—Sections 13, 14, 23 and 24, Township 74, Range 12, West of the 6th Meridian.

In honour of F/L Whitham, J., D.F.C., Edmonton.

Other New Place Names, 1947:

Following are the new place names adopted by the Board during the past year:

***Cabins**—A la Peche, Big Berland, Muskeg River.

Creeks—Abbott, A la Peche, Arcadia.

Barr, Bearhead, Beavertail.

Big, Bolton, Boone, Burleigh.

Chapman, Colt, Cowlick.

David, Deome, Dummy.

Findley, Flat Top.

Gauthier, Goat, Grande Prairie, Gunderson.

Harvey, Hat, Hendrickson, Hermit, Horse.

Iroquois, Isaac.

Joachim.

Kiskiu.

Lick, Lone Teepee.

Mason, Mud.

Norris.

Olson.

Packrat, Pasture, Plante.

Ravine, Rocky.

Shand, Shelter, Smith, Snaky, Sousa, South Cabin, Steep, Stetson.

Teepee, Tom.

Veronique, Vogel.

Walton, Wanyandie.

Falls—Stanley.

Flats—Donald, McDonald.

Hills—Wilde.

Lakes—Boone, Cutbank, Donald, Glen Leslie, Iroquois Lakes, Joachim Lakes, McNeill, Martin, Maurice, Peavine, Pentland, Pierre Greys Lakes, Pitchimi, Powell, Rock Island, Sutton, Two Lakes, Webster, Witham, Wilkin.

*This refers to Forest Rangers' Cabins.

Map Sheets—Two Lakes.
Watino.

Meadow—Sherman.

Post Offices—Baptiste Lake, Calvin, Deerland, Fairacres, Friendenstal,
Manning, Wayward, Winfield.

Provincial Park—Burnt River Provincial Park.

Railway Station—Cecil.

Range—Maligne.

Ridge—Endless Chain.

Rivers—Burnt, South Torrens, Whitesand.

Trails—Adams Creek, A la Peche, Cabin, Donald Flats, Grande Prairie,
Little Smoky, Lower, Mahon Creek, Maligne, Mountain, Muskeg
River, Old Smoky, Polecat, Simonette, Skyline, Two Lakes.

Corrections

Creeks—Barr, not Windsor.
Beavertail, not Alex.
Grande Prairie, not Spruce.
Iroquois, not Harvey.
Mud, not Bridge.

Lakes—Flyingshot, not Flying Shot.
Maurice, not Iroquois.

Post Offices—

Range—Maligne, not Maligne Mountain.

River—Burnt, not Saddle River.

Sheets—Two Lakes, not Hat Mountain.
Watino, not Eaglesham.

Stations—Bulls Head, not Bullshead.
Cecil, not Terrace.
Seven Persons, not Sevenpersons.

Deletions

Windsor.
Alex.
Spruce.
Harvey.
Bridge.

Flying Shot Lake.
Iroquois Lake.

Gros Ventre.
Many Island.
Pleasant View.

Maligne Mauntain.

Saddle River.

Hat Mountain.
Eaglesham.

Bullshead.
Terrace.
Sevenpersons.
Dauntless.
Larkhall.
Monogram.
Pamaga.
Stair.

Post Office—Little Plume.

Locations—Schuler.

Changed—Woolchester.

Spelling of Athabaska

The spelling of this name continued to be a matter of discussion by the Board at various times during

the year. As noted in the report of the Board for 1946, reputable authorities can be quoted for spelling the word both with a "k" and

with a 'c'. Inquiry from the Geographic Board of Canada revealed that the spelling with a 'k' was made official by a Dominion Order in Council passed on March 1st, 1902, before the Province of Alberta had been created. The reason given for preferring this spelling was that "the proposed spelling with 'k' would bring this name into accord with the general rules for orthography adopted by the Geographic Board of Canada, by the Royal Society of England, and by the United States Board on Geographic Names". The particular rule referred to reads as follows:

"Letter—K. Pronunciation—English K. It should always be put for hard "c". Thus, not Corea but Korea".

Council of Town of Athabasca Retains Letter "c".

When the name "Athabasca Landing" was changed to "Athabasca" in July, 1913, the Deputy Minister of the Department of Municipal Affairs suggested to the Secretary of the Municipality of the Town of Athabasca Landing that the spelling with the letter "k" might be adopted in the new name, but the members of the Council of the Town of Athabasca refused to change from "c" to "k". This preference has been respected by the Government of Alberta, and all its governmental departments use the letter "c" as in "Athabasca". On the other hand, the Post Office Department and the Northern Alberta Railways Company, following the decision of the Geographic Board of Canada, spell the name with a "k" as in "Athabaska". The problem thus resolves itself into whether local desire and usage should be the first consideration in the spelling of place names or whether, on the other hand, preference should be given to a general rule such as that stated above.

In this particular case, the question is complicated by the fact that the name "Athabasca" or "Athabaska"

is also applied to a mountain in one of the Canadian National Parks, to a mountain pass, to a glacier, to a river and to a lake which is partly in Alberta and partly in Saskatchewan.

The members of the Board believe that uniformity in the spelling of the name is desirable and will continue their effort to secure it.

Co-operation with the Geographic Board of Canada

Though the Geographic Board of Alberta has been in existence for only a brief period, its members have been impressed by the desirability of a close liaison and the greatest possible measure of co-operation with the Geographic Board of Canada. The postal service and railways which extend beyond the borders of a single province are placed by the British North America Act under Dominion control, and therefore the Dominion Government might claim the right to name all post offices and all railway stations on such lines of railway. On the other hand, municipal institutions are placed by the British North America Act under the control of the Province, and this would seem clearly to confer on the Provincial Government the final voice in naming towns and municipal districts. The Province might also conceivably claim this right under the clause of the British North America Act which delegates to it control over "generally all matters of a merely local or private nature in the Province". Again, there are National Parks within the boundaries of Alberta and Dominion and Provincial Governments might each claim a right to confer names on physical features within them. If the two governments were to pursue divergent policies with respect to nomenclature, the situation could thus soon become chaotic. It would appear, therefore, that a close co-operation between the two is most desirable, with both paying due reference to the wishes of

such local communities as may be concerned.

In view of this situation, the members of the Geographic Board of Alberta have tried to extend the fullest co-operation to the Geographic Board of Canada, and they are happy to acknowledge that a great deal of courtesy and co-operation has been received from the latter. The members of each board have accepted the suggestions of members of the other with respect to many names. Occasionally, however, the Geographic Board of Alberta has been notified of Alberta names adopted by the Geographic Board of Canada which have not been referred previously to the Alberta Board for consideration. This has been the case, particularly, with the names of new post offices in Alberta and changes in the names of post offices and railway stations.

This partial lack of co-operation by the Geographic Board of Canada springs, to some extent, from difficulties of its own with the Post Office Department in Ottawa. Thus, in reply to an inquiry as to why the Alberta Board had not been consulted in the naming of the Manning Post Office, the Secretary of the Dominion Board wrote as follows:

"The situation is that the Post Office Department selects the names for post offices. Within recent months an arrangement has been made to submit such names to the Board (i.e., the Geographic Board of Canada) for the purpose of checking the spelling of the name and insuring that it does not conflict with names used for other features in the locality. **This arrangement is conditional upon having these names acted upon without any delay, and they are really approved by the Executive Committee without waiting for the Board's monthly meeting and formal adoption.** I might further say that after a very long period without any co-operation with the

Post Office Department, **I consider the present arrangement a very notable improvement over former conditions."**

Granting the difficulties which the Dominion Board has experienced in this connection and also the improvement recently achieved, the Alberta Board, none the less, believe that the interest of the Province itself should not be ignored and that the Alberta Board should be consulted in the adoption of all place names within the Provincial boundaries. With the facilities now provided by air mail and telegraph it should be possible to combine consultation with speedy action, and the Alberta Board intends to press for such consultation in the case of all Alberta place names.

It is the hope of members of the Alberta Board that in the future it may have a representative in attendance as frequently as possible at the annual meetings of the Geographic Board of Canada. This should greatly facilitate the desired co-operation between the two bodies.

The United States Board On Geographical Names

The Geographic Board of Alberta wishes to express its appreciation of the informative letters received from Mr. Meredith F. Burrill, Director of the Board of Geographical Names, Washington, D.C. These contained answers to inquiries regarding State Geographical Boards, responsibility for the selection of names in the United States, rules of nomenclature and similar matters. The Alberta Board also appreciates the courtesy of Mr. Burrill in presenting a copy of his own article on "Principles Underlying Domestic Place Name Decisions". This has afforded the Board useful guidance in its work.

Advisers to the Board

The Board wishes to acknowledge most cordially the continuing interest shown in its work by Mr. L. D. Byrne,

Deputy Minister of Economic Affairs, and also the valuable assistance received from Mr. H. P. Brownlee, Provincial Statistician and Alberta Representative on the Geographic Board of Canada.

Conclusion

The Geographic Board of Alberta has been in existence, as yet, for less than two years. The members have

had to learn a good deal about the work assigned to them and it has been necessary to evolve from the beginning the principles and methods best suited to its performance. In concluding this report they wish to record their belief that the creation of the Board has opened up a field of work which, over the years, will prove to be one of both interest and value to the people of the Province.

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